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Selected Viewing Audiences

Selected Viewing Audiences refer to specific groups of people targeted by media content, advertisements, or marketing campaigns. These audiences are chosen based on various criteria such as demographics, interests, behaviors, and preferences. By identifying and focusing on these selected groups, content creators and marketers can tailor their messages to resonate more effectively with their intended viewers, leading to better engagement and outcomes.

For example, a company launching a new fitness product might target health-conscious individuals aged 18-35 who are interested in exercise and wellness. This targeted approach ensures that the message reaches those most likely to be interested in the product, maximizing the impact of the campaign.